



R00R2601187

Title: Strategic Planning Video Production

Release Date: May 16, 2022

**Small Business Reserve (SBR) Designated
Procurement**

**MINORITY BUSINESS ENTERPRISES ARE ENCOURAGED TO
RESPOND TO THIS SOLICITATION**

**Questions should be directed to Adrain Pulliam-Smith
(410) 767-5811**

adrain.pulliam-smith@maryland.gov

Maryland State Department of Education
RFQ #R00R2601187
Request for Quotation

Issue Date: May 16, 2022

Title: Strategic Plan Video Development – Full Production

Background:

The State is issuing this solicitation for the purposes of obtaining services to provide full service professional video development and production for a 2-4 minute video. The video will promote the State Superintendent of Schools Strategic Plan and must reflect current modern, high-quality production best practices. The Contractor(s) will serve as the videographer, editor, producer and audio specialist for the planning, production, and post-production of the videos. The video development will be divided into three stages- story boarding and planning, production and editing, final cuts and post production.

Inspiration link <https://www.youtube.com/watch?v=3CSLLRgFeS8>

Purpose:

The purpose of this video development is to produce a high-quality visual piece that will highlight the key initiatives and goals of the State Superintendent's Strategic Plan. It will inform the public of the Superintendent and MSDE's priorities and reveal the new values and message that MSDE will be promoting and supporting moving forward.

Nature of Work:

The contractor shall:

1. Have at least three (5) years of experience in video/film production which includes all of the following:
Experience in planning, filming, editing and producing high-quality digital videos;
Experience in editing scripts for video production; Experience in adhering to video and photo shoot schedules, production timelines, and on-time completion of project; and
Knowledge of lighting, sound recording and post-production techniques for videos, including recording outside of a studio setting.
2. Have or have staff with an Associate Degree or Bachelor's Degree in Communications, Business, TV/video production, or similar field. Ten or more years of experience can substitute for the specified degrees

Offeror Qualifications:

- A. **Essential Requirements:** (As indicated in your Letter of Interest and Resume)

**Maryland State Department of Education
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1. Experience in planning, filming, editing and producing high-quality digital videos;
2. Experience in editing scripts for video production;
3. Experience in adhering to video and photo shoot schedules, production timelines, and on-time completion of project
4. Knowledge of lighting, sound recording and post-production techniques for videos, including recording outside of a studio setting.
5. Excellent organizational, oral and written communication skills.
6. Able to show us previous work that shows the quality and caliber of product MSDE is seeking

B. Education Requirements:

1. Associate Degree or Bachelor's Degree in Communications, TV/video production, or similar field.
2. Ten or more years of experience can substitute for the specified degrees.

Partial/Multiple Consultants:

The MSDE intends to make a single award for the requirements of this RFQ.

Non-Hiring of Employees:

No official or employee of the State of Maryland, as defined under State Government Article, §15-102, Annotated Code of Maryland, whose duties as such official or employee include matters relating to or affecting the subject matter of this contract, shall during the pendency and term of this contract and while serving as an official or employee of the State, become or be an employee of the Contractor or any entity that is a subcontractor on this contract.

Term Of Contract:

Contract shall begin on **June 13, 2022** and terminate on **September 30, 2022**.

Place of Work:

Work will be completed at the Maryland State Department of Education, Nancy S. Grasmick Building, 200 W. Baltimore Street, Baltimore, Maryland 21201, the Consultant's home office, out in the field at local LEA's to film.

Award Basis:

The State reserves the right to award the contract to the responsive and responsible bidder submitting the most favorable bid price for providing the goods and services, as specified in this RFQ. Refer to COMAR 21.05.07.06 D.

http://www.dsd.state.md.us/COMAR/title_search/Title_List.aspx

Questions

Maryland State Department of Education
RFQ #R00R2601187
Request for Quotation

Questions should be addressed in writing to the Procurement Officer. Time permitting, answers to all substantive questions that have not previously been answered, and are not clearly specific only to the requestor, will be posted on “**eMaryland Marketplace Advantage**” as an **Addendum** after the due date of questions and in sufficient time for the answer to be taken into consideration in the Bid.

Please put the “RFQ #, RFQ Title – Questions” in the subject line of your email. **Submit your questions by 10:00 a.m. on May 20, 2022.**

It is beneficial to be registered with “eMaryland Marketplace Advantage” to access the addendums and any other pertinent information. There may be other opportunities from State agencies there. There shall be no mailing of the Addendums. The link to eMaryland Marketplace Advantage to register is as follows:

https://emma.maryland.gov/page.aspx/en/sup/registration_extranet_manage

MSDE Procurement Contact Information

Adrain Pulliam-Smith, Procurement Officer
Maryland State Department of Education
200 West Baltimore Street, 2nd Fl.
Baltimore, Maryland 21201
Email: adrain.pulliam-smith@maryland.gov

Submission:

The Bidder **must** submit a letter of interest, a resume that demonstrates the required qualifications for the services requested, and the **signed** (using a blue ink pen) bid form Exhibit A to provide the service detailed in the Nature of Work. The submission must be received by the submission time and due date. Submissions **must** be submitted through the State’s internet-based electronic procurement system, eMaryland Marketplace Advantage.

If you have not done business with MSDE or the State of Maryland, or a significant amount of time has elapsed, please submit an updated W-9 with your bid.
Bids will not be opened publicly.

Submission Due Date:

May 27, 2022 by 12:00 Noon, via eMaryland Marketplace Advantage

Late bids shall not be accepted

Faxed bids shall not be accepted

Emailed bids shall not be accepted.

**Maryland State Department of Education
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Maryland State Department of Education
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EXHIBIT A
BID FORM

Do not alter or amend this form.

DETAILED COST CATEGORY	Proposed # of minutes	Times	Price per Hour	*Total Price of Project
PROFESSIONAL VIDEO DEVELOPMENT & PRODUCTION	2-4 min	X	\$	\$
*TOTAL BID PRICE				

Note: Proposed # of hours are for evaluation purposes and are not a guaranteed number of hours.

*Submit this Exhibit A and all supportive itemized prices, a letter of interest and a resume. Submit one (1) original bid submission.

Exhibit A: Proposed hours to provide full service professional video development and production for 2-4 minutes.

Late bids shall not be accepted.

Faxed bids shall not be accepted

Emailed bids shall not be accepted

VENDOR'S NAME: _____
PRINT

VENDOR'S ADDRESS: _____

City State Zip

VENDOR'S FEDERAL ID or SS# _____

NAME OF AUTHORIZED: _____
PRINT

SIGNATURE: _____

TITLE: _____

TELEPHONE NO: _____ DATE: _____

Maryland State Department of Education
RFQ #R00R2601187
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E-MAIL: _____

FAX NO. _____

ARE YOU A REGISTERED SMALL BUSINESS? YES ____ NO ____

IF YES: MARYLAND STATE CERTIFICATION # _____

IF YOU ARE NOT REGISTERED PLEASE VISIT THE FOLLOWING FOR MORE INFORMATION:

<http://goma.maryland.gov/Pages/sbr-Program.aspx>

ARE YOU A REGISTERED MINORITY BUSINESS ENTERPRISE? YES ____ NO ____

IF YES: MARYLAND STATE CERTIFICATION # _____

IF YOU ARE NOT REGISTERED PLEASE VISIT THE FOLLOWING FOR MORE INFORMATION:

<http://www.mdot.maryland.gov/>

ARE YOU A REGISTERED VETERAN-OWNED BUSINESS? (Note this is a Federal Program and you must be registered in Vet Biz.)

YES ____ NO ____

<https://www.vip.vetbiz.gov/>